

Video games and Cinema: Similarity and Differences in Production and Popularity among Egyptian Youth

Developing mechanisms to apply the uses and gratifications theory in the context of Human Computer Interaction (HCI)

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Abstract:

In an attempt to develop a mechanism to apply the uses and gratifications theory in the context of Human Computer Interaction, this study used a mixed approach methodology to compare between the uses and gratifications of Egyptian youth of both video games and cinema. A survey study was conducted on 14 of Egyptian school students and faculty graduates, along with a cultural probes study that included 6 fresh graduated university students participants. The results of this study shows that 50% agreed very much that the story/narrative is the most appealing aspect of video games. This comes in agreement with the most aspect the respondents see as most appealing of movies and the percentage in video games in this regard is more than of cinema or movies. The result maybe due to the interactive nature of video games that adds to the storytelling attractiveness to the audience. The overall results indicated that our Arab world media studies it is needed to innovate our research methods and use cultural probes as an approach to further explore the individual user experience as it gives deeper insights into this unique experiences.

Keywords: Uses and Gratifications Theory, Human Computer Interaction (HCI), Egyptian Youth, Video Games, Movie Applications, Cultural Probes.

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الألعاب الإلكترونية والسينما: التشابه والاختلاف في الإنتاج والشعبية بين الشباب المصريين تطوير آليات لتطبيق نظرية الاستخدامات والإشباع في سياق مدخل التفاعل بين الإنسان و الكمبيوتر

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ملخص الدراسة:

في محاولة لتطوير آلية لتطبيق نظرية الاستخدامات والإشباع في سياق مدخل التفاعل بين الآلة والبشر، فقد استخدمت هذه الدراسة منهج بحثي يجمع ما بين الكمي والكيفي وذلك للمقارنة بين الاستخدامات والإشباع التي يحققها الشباب المصري من خلال استخدامه للألعاب الإلكترونية وتطبيقات مشاهدة الأفلام السينمائية. فقد تم تطبيق استبانة على عينة من ١٤ من طلاب المدارس وخريجي الجامعة، بالإضافة إلى دراسة باستخدام أدوات البحث الثقافي والتي شارك بها ٦ مبحثين حديثي التخرج من الجامعة. حيث أشارت نتائج الدراسة إلى أن ٥٠٪ وافقوا على أن القصة أو الحكاية هي أكثر الجوانب جذباً لانتباههم عند استخدامهم للألعاب الإلكترونية وهو ما يتفق مع أكثر الجوانب التي يرون أنها تجذب انتباههم فيما يتعلق بالأفلام السينمائية، ولكن النسبة هنا تعلو بالنسبة للألعاب الإلكترونية عنها فيما يخص السينما، والسبب هنا ربما يعود للطبيعة التفاعلية الخاصة بالألعاب الإلكترونية والتي تميزها عن السينما من وجهة نظر الجمهور. وخلصت النتائج العامة لهذه الدراسة إلى أن الدراسات الإعلامية في عالمنا العربي في حاجة لاستخدام أساليب حديثة في البحث واستخدام أدوات البحث الثقافي أو ما يمكن أن نطلق عليه مسار "الرصد الثقافي المتعمق لعادات وأنماط الاستخدام" Cultural Probe كآلية كيفية Qualitative Method لاكتشاف المزيد فيما يتعلق بتجربة المستخدم الفريدة وذلك لإعطاء نظرة أعمق على تلك التجارب المتفردة لكل مستخدم على حدة.

الكلمات الدالة:

نظرية الاستخدامات والإشباع، مدخل التفاعل بين الإنسان والآلة، الشباب المصري، ألعاب الفيديو، تطبيقات مشاهدة الأفلام، مسار الرصد الثقافي المتعمق لعادات وأنماط الاستخدام.

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Introduction:

According to (Arsenopoulou, N., Poupou, A., Rizopoulos, C. 2023, page 20) the link between video games and cinema goes beyond characters and plotlines but also these two media forms share production models, professional figures and familiar consumption behaviors. As (Cerezo-Pizarro,2023) explains the correlation between video games and culture is a relatively new field of study that emerged with the reconsideration of video games as a medium accepted by researchers and educators (page 4). One of the examples that brings video games and cinema together is virtual reality, the period of the eighties of the last century saw failed attempts commercialize VR gaming platforms, whereas since 2012, VR artworks have been showcased in Sundance, the largest American independent film festival and in the prominent Tribeca film festival (Raz, G. ,2019, para 10,16). An interconnection between narrative video games and cinematic/televisual storytelling appeared in early 2020s, this trend has been enhanced during the last 10 years not only due to the rise of major streaming platforms but also due to the establishment of the superhero blockbusters as the most successful mainstream film genre of the decade Arsenopoulou, N., Poupou, A., & Rizopoulos, C. ,2023, July, page 19). In their study of Assimilation of film genre in games, Oliveira, R. C., & Firmino, J. G. A.(2020) concluded that “the experience with the western in Red Dead Redumption 2 is different from the experience with a narrative film but there are essential elements present in both experiences”(page 291).Video games are related or linked to film theory and narratology as the reality space of a fictional world is called diegesis in classical film theory and in modern computer games, they are set in virtual environment depicting virtual worlds (Jørgensen, K.2008, page 2). Jørgensen, I. K. H., & Aarseth, E.,2022) concluded that after two decades of game studies, game researchers may now be convinced of its interdisciplinary nature. As (Aarseth, E., 2015) states:”Game studies should be viewed as a fuzzy set, equally hard to define as its mother object, games” (para 2). The relationship between film and board games is confirmed in many books such as Paul Booth’s Game Play “The

central idea of the book is that contemporary board games, like Star Trek, the Hunger games and Game of Thrones which are connected to “cult fiction” are reflective of culture especially in media culture (Backe, H. J, 2017). One of the most remarkable movies in all cinema history is “Star Wars”, those movies have become a famous videogames but “for many players, the judgement that the game was not “Star Warsy” has to do with the lack of correspondance of elements of the game to the Star Wars universe established in films” Burke, T, 2005, para 5). Film and video games are the two most influential mediums in existence today, one of the first content transferred from one medium to another was the 1979 film “Alien” was adapted into the 2014 video game “Alien: Isolation” (Thomas, C, 2022, July, para 2 and 3).

Theoretical Background:

Human Computer Interaction framework:

HCI provides a way to study how Egyptian youth navigates between video games and film experiences through cross-media interactions. For example, video games adaptations of movies or films inspired by games blend the two media, creating new interactive experiences.

The technological convergence is bringing together once distinct areas of knowledge, such as the Human Computer Interaction Studies (HCI, Computer Sciences) and the Audience Studies (Communication Sciences) generating a theoretical relation that is not currently considered by these fields individually (Becker, V., Gambaro, D., & Ramos, T. S, 2017, page 3). HCI is a multidisciplinary field that includes behavioral sciences, computer science and design (Mikhail, R. A. A, 2022, June, page 181). HCI is concerned with understanding how people make use of devices and systems that incorporate computation, and how such devices and systems can be more useful and more usable (Zalpuri, P., Khandelwal, D., & Yadav, I, 2011, page 1). HCI mainly focus on how the communication process goes between the human user and the computer system, as (Glassman, E. L, 2023) explains this framework in a 7 steps model as follows: Intent, Expression, Inference and Execution, Feedback,

attention, Comprehension, and Mental Modeling, Evaluation and finally Additional Cognition Consideration (page 1-3). “It’s essential to bear in mind the interface’s structure and goal, establishing the relationship between the user and the functional core of the computer system, through the integration of software and hardware (Rafael, S., Almeida, V. M., & Neves, M, 2020, page 360). (HE) or “Heuristic evaluation is a widely used software usability evaluation method, it is considered a discount usability method not requiring a lot of infrastructure, time and money. (HE) was used in a study to understand how game heuristics adoption could contribute to the design and development of effective gamification systems that motivate users to utilize them to change their behavior (Rajanen, M., & Rajanen, D, 2018, May, page 160, 165).” Gaze interaction through eye tracking is an interface technology that has great potential. While it is essentially a human-computer interface that can support traditional input devices to improve efficiency, it can also be used to gather interaction data for post-usage evaluation” (Nacke, L. E., Stellmach, S., Sasse, D., Niesenhaus, J., & Dachsel, R, 2011, page 3). HCI widely adopted the personality traits of the users, however there is a limited research done on how to tailor persuasive technologies and persuasive games to various personalities. One study contributes to the HCI community by advancing understanding on how an individual’s personality traits determine their preference and responsiveness to “various persuasive strategies that are widely used in persuasive games” (Orji, R., Nacke, L. E., & Di Marco, C, 2017, May, para 2, 33). A study was conducted to “explore the synergy effects out of the combination of mass and interpersonal mediums” under the framework of HCI, found that the diaries of the participants in this study made clear that chatting and watching videos online were integrated in the same intervals of their daily routines (Oumard, M., Mirza, D., Kroy, J., & Chorianopoulos, K, 2008, September, page 146).

The Uses and Gratifications Theory:

Videogames is a “highly popular form of entertainment, according to an industry poll conducted (2004) 50% of U.S.-Americans play videogames, the average age is 29 and 61% of players are male”

Sherry, J. L., Lucas, K., Greenberg, B. S., & Lachlan, K, 2006, para 1). Researchers reported that there were many instances where individuals benefited of their smartphones and tablets' instrumentally and mobility, as they enabled them to access online content when they were out and about (Camilleri, M. A., & Falzon, L., 2021 page 229). According to (Sherry, J. L., Lucas, K., Greenberg, B. S., & Lachlan, K. ,2006, page 221)Unlike television viewers for whom a wide variety of content is delivered to their home either for free or for a monthly rather suitable fee, video gamers must purchase each game, so they are less likely to expose themselves to content that they are not sure will give them the gratification that they are seeking. This makes cinema going more like video gaming as it requires paying for tickets to attend movies unlike TV watching. But both watching streaming movies and video games require the user to be immersed in the process of playing and watching as “Engaging with media such as computer games, virtual reality ,cinema and even books has been described as giving rise to experiences of feeling deeply involved with that particular medium (Cairns, P., Cox, A., Berthouze, N., Dhoparee, S., & Jennett, C. (2006, July, para 2). One qualitative study “employed multiple usability and media evaluation methods including eye tracking, questionnaires, and physiological measurements, this study found that the viewers’ behavior during the show and involvement in the game varied depending on whether they participated together with friends or alone” (Chorianopoulos, K., & Lekakos, G, 2008, page 117). The results of a study showed that “games are quite central to friendship culture. Players can exchange their views and knowledge not only locally but through the internet among differently geographically located groups” (Mustaquim, M., & Nyström, T, 2012, October, para 12). Technology has upgraded the users experience significantly for example, in a game called Meet Your Heart Twin, players are able to see others, sharing their heartbeat characteristics. Another example is Sound Park a game that emphasis audio interaction for communication between players through sound loops and processing effects to offer more compelling experience than could a strictly virtual environment (Pellerin, R., Bouillot, N., Pietkiewicz,

T., Wozniowski, M., Settel, Z., Gressier-Soudan, E., & Cooperstock, J. R, 2009,para 8,9).

Technology convergence with mass communication has transferred the viewer to be a user. The main concern of both the uses and gratification theory in mass communication and the HCI as an interdisciplinary framework is the end user, what are the specific needs of the user from both mediums and how those needs are best satisfied.

Similarities in video games and cinema:

Comedy:

There are several similarity elements that combine video games and cinema, for example using comedy aspects in both of them to entertain their audiences, whereas we can watch comedy as a main genre in movies, one can notice that it is also found in some video games such as the video game entitled “Immortals Fenyx Rising”, a study has concentrated on the game depiction of Greek gods and performed a qualitative game analysis of Greek mythology-inspired comedy. (Vandewalle, A., & Paprocki, M.,2024, para 1)

Music:

Music is an essential part of every movie, it also plays a crucial role in modern computer video games, for example music allows the avatar of the video game player to dismount the horse and draw the blade before he has even spotted the enemy, this is called the “enemy music” heard in many games when an enemy is approaching(Jørgensen, K.2008, page 3).

Fighting Racesim:

Both cinema and video games try in many movies and video games to fight racism, as for the video games it can be used as a systematic solution for racism such as the game “Everyday Racism”, it engages with racism in a video game setting and it is considered an intervention into racism in Australia. Players take on the role of one of three non-white Australians: an indigenous man, a Muslim woman, an Indian exchange student Fordyce, R., Neale, T., &

Apperley, T.2016, page 2). Transgender representation in video games was discussed by (Timmons, N, 2024), in a game with the title “Heaven Will be Mine” stating that “Despite the games flaws, Heaven Will be Mine is still an important game to think about the dynamics of trans liberatory potentials and limitations”(para 1). Researchers in the discipline of videogames have found that “contemporary ideas about women as passive and men as active tend to shape game characters”(Eklund, L., Foka, A., & Vekselius, J,2024,para 18).

Educational:

Some vidoegames can be educating, maybe much more than films can be. In a video game that is called “JFK: Reloaded” which was released 2004 although translating a trumatic moment in American history, it invited players to simulate the assassination providing historical knowledge that might have been less accessable like viewing the kill from several angles (Andersen, C. 2015, para 12). It is confirmed in many studies, for example by (Arnseth, H. C, 2006) that “educational researchers and policymakers have become concerened with whether games might become more integrated with official school curricula (para 2). Some vediogames can serve as a powerful teaching tool, for example, playing WoW serves as a form of corporate trainning Bartle, R. (2010) para 24. The representations of World War 1 was examined by a study which tried to figure the nature of the video game as a form of historical representation (Chapman, A,2016, para 1), those representations were examined multiple times in movies and TV series which took WW1 as a main topic for them. Climate change has recently been one of the subjects that some of the TV series and movies dealt with in order to create awareness about, also videogames have tried in one of the most blockbuster game to engage with this matter. Battlefield 2042 is a videogame that concentrate on climate crisis, it “offers insights onto how players in the popular first-person shooter genre engage with the possibility of thinking ecologically(May, L., & Hall, B,2024, para 1).

The passivity of film audiences while the interactivity of the video games users:

As (Calleja, G. ,2013) states that “Multiplayer games create a situation that is similar to improvised theatre where all participants are at once audience and actors, influencing and being influenced by each others’ presence and actions” (Para 7). This is unlike cinema, where every detail in the film is scripted and the audience is almost a passive viewer. “It is the interactive and multimodal features of computer games that have been proposed as being particularly powerful in regard to learning” (Arnseth, H. C, 2006,para 3). This study aims to test whether cinema or videogames are the most dominant tool in giving information about the same topics to Egyptian youth. Technology has become an added value to both cinema and video games regarding increasing their interactivity with audiences, for example augmented reality (AR) “has recently been labeled an “empathy machine” by filmmakers whereas it AR creates a playing field within existing environments by superimposing a precreated image on top of the player’s actual environment (Alloway, T. P., & Carpenter, R,2019,para 2.6). Videogames differ from cinema and TV shows mostly in the concept of interactivity which is a unique element that makes it special, for example one study examines Ellie’s journal, a paratext in The two of Us Part 2 by examining Ellie’s stream of consciousness, the player can gain intimate insights into how Ellie feels towards Abby and Joel, the two other protagonists in the series (Banfi, R,2022, para 2). Although cinema can teach us so many things about real life, especially realistic movies, gaming is much more effective in this respect, “As the theorist of play Johan Huizinga pointed out many years ago, “It is methectic rather than mimetic” (Galloway, A. R.,2004, para 4). O’Brien, Daniel Paul,2017) confirms this by stating that “games like interactive art and unlike cinema can only reach player’s intimate mental, physical and emotional state, through the active engagement of gameplay”(page 90).

Violence:

Violence is a common factor in cinema and video games, for example the assassination of the American president John F. Kennedy is a main subject in a number of movies and TV series and at the same time it is

the core of two videogames which are JFK: Reloaded and Call of Duty: Black Ops.

Representation of queer sex and non-monogamy:

As (Adams, M. B., & Rambukkana, N, 2018) states that “just as mainstream television and film have begun to bridge the gap between non-monogamous realities and the types of narratives we see in the mainstream as writers become more diverse and/or draw their stories and inspirations from a broader pool of cultural material, we are likely to see further complexity works its way into mainstream scripted videogame narratives (para 39). If one thing that cinema and videogames have in common is that they both depict class in the same way, “like in film and television, class depictions are “widespread but understudied, with this lack carrying over into the understanding of both the content of digital games as well as their reception”(Dwyer, L,2022,para 4).

Differences between videogames and cinema from the perspective of researchers:

Gathering the data that will be analysed may differ between videogames and cinema, as a researcher in a videogame field states “in documenting my play, I myself am constructing the source material which I will later investigate, thus reducing the degree of freedom inherent in gaming experiences and approximating this medium to that of film”(Daneels, R., Denoo, M., Vandewalle, A., Dupont, B., & Malliet, S,2022,para 48).

Research Questions:

1. How does Egyptian youth who are heavy users of both videogames and moviegoers realize the difference between movies (whether streamed on a platform or shown on a cinema screen) that is based on a video game and a video game that is based on a movie?
2. What are the daily and weekly habits of the Egyptian youth regarding playing games and going to the cinema?

3. From which medium does Egyptian youth benefit more educationally and as an entertainment way, videogame playing or cinema going?
4. If the content is almost the same, what medium do Egyptian youth prefer the most and why? Videogames or Cinema going?
5. What medium is the most useful in socializing with others, videogame playing or cinema going?
6. Which medium give the Egyptian youth the gratification they needed the most, videogaming or movie going?
7. Which medium is more immersive to the Egyptian youth users, videogames or cinema going?

Methodology:

Cultural probes were developed in 1999 by William Gaver and it is a designed led approach that explores the target user group (McDougall, Z., & Fels, S, 2010, September, page 57). Cultural Probes aimed to get inspirational responses to understand beliefs, desires aesthetic preference and cultural concerns of users without observing them directly. This technique has been recently exported to Human Computer Interaction framework in multimedia studies (Roibás, A. C., Sabnani, N., & Sala, R, 2007, July, page 872). One of the most “influential probe is the Technology Probe which are low-fi technology applications designed to collect information around use, explore usability issues” (Boehner, K., Vertesi, J., Sengers, P., & Dourish, P, 2007, April, page 1078). Cultural Probes are self-documentation methods, their tasks are usually “designed to encourage participants to reflect on their relation to games and gaming from various perspectives” (Sotamaa, O., Ermi, L., Jäppinen, A., Laukkanen, T., Mäyrä, F., & Nummela, J, 2005, December, page 37). “Unlike direct observation such as usability testing or traditional field research, cultural probes allow users to self-report and provoke inspirational responses” (Oumard, M., Mirza, D., Kroy, J., & Chorianopoulos, K, 2008, September, page 144). Cultural Probes is an ethnographic research, it depends on studying “a small number of users

in depth rather than a large number shallowly” (Lucero, A., & Martens, J. B. O. S, 2005, para 4)

The main research question in this study was: How does Egyptian youth who are heavy users of both videogames and moviegoers realize the difference between movies that is based on a video game and a video game that is based on a movie? In order to answer this question, a survey study was conducted on 14 respondents of a questionnaire designed for this purpose along with a cultural probes given to 6 participants which included the tasks of taking photos and writing diaries. A WhatsApp message was sent to the participants who are MSA University recent graduates describing the study, the tasks required and asking for their consent to participate in this study. The participants were given one week to return the probes filled with their notes and photos.

The results of the survey study:

An electronic survey was designed and sent to a purposive sample of youth between 15-30 based on a snowballing technique, the participants on this survey were students at American schools or university students or graduates from MSA University, the survey was sent on different WhatsApp groups with a message targeting heavy video game and movie app users. 14 respondents answered the questions of this survey as it was a bit long due to the comparison between daily use and gratifications from both video games and cinema, above this, this survey needed a video game constant players and it also required the answers to be written in English. The results came as follows:

Age: (Please select your age range)
14 responses

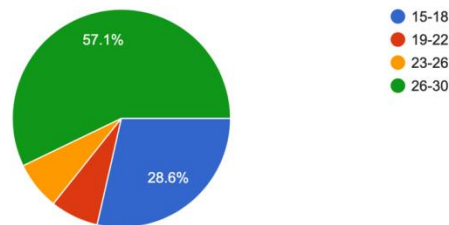


Figure 1. The Age of the respondents

From the 14 respondents, the category between 26-30 choose to answer this questionnaire about video games and cinema, this was a little bit surprising as the studies shows that the most category attached to video games globally is 16 to 24 years old (Global gaming penetration Q3 2024, by age and gender Published by Jessica Clement, Feb 18, 2025), this is maybe due to the target audiences of my survey as most of them were graduates of MSA university.

Gender:
14 responses

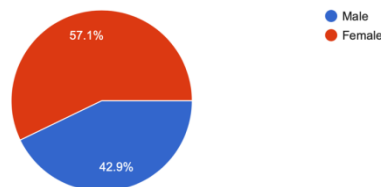


Figure 2. The Gender of the respondents

This result also differ slightly from the globally published results which indicates that 92.2% of females are internet useres who play video games on any device as of 3rd quarter 2024 in contrast to males who are 93% of the internet users of video games.

Educational Level:
14 responses

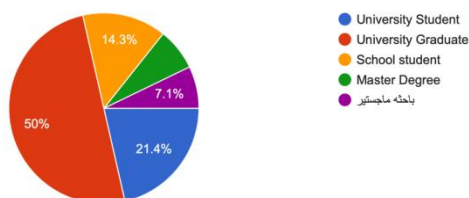


Figure 3. Educational Level

sample of this study was a purposive sample which targeted mainly school students from 15 years old and above, MSA university students and fresh graduates, that's why 50% of the participants were university graduates whereas 21.4% were university students. Then came school students at the third place with 14.3%.

How often do you watch movies?
14 responses



Figure 4. Rate of watching movies

As for the consumption habits of watching movies, the sample was divided equally between weekly and several times a week, maybe this is due to that most of the sample were females graduates who work and have families and other responsibilities and can't watch movies on a daily basis.

How often do you go to the cinema?
14 responses



Figure 5. Rate of going to the cinema

57.1% of the respondents said they rarely or never go to the cinema, this indicates that cinema going habits deteriorated due to the prevail of digital streaming platforms or video on demand (VOD) services which is classified under interactive media due to their ability to offer user-driven content selection and engagement, like Netflix, Amazon prime video and Shahid.

How often do you play video games?
14 responses

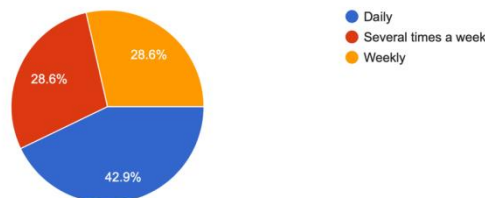


Figure 6. Frequency of playing video games

The percentages in this chart reflects that nearly half the respondents play video games on a daily basis which shows that video games is an integral part of their lives. They also play video games on a weekly basis or several times a week with the same percentage which is approximately 29% indicating the attachment of the respondents to this media more than their attachment to movie watching which doesn't happen in our sample on a daily basis.

What genres of movies do you prefer? (Check all that apply)
14 responses

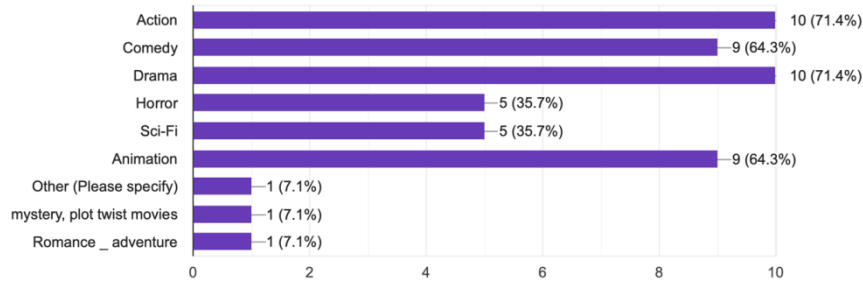


Figure 7. Preferable genres of movies

Most of the respondents choose action and drama as their preferable genre of movies, animation and comedy came at the second place mabe because this generation (26-30) became more practical and not romance. This also interpret why they are attached to video games as these games are full of action.

What genres of video games do you prefer? (Check all that apply)
14 responses

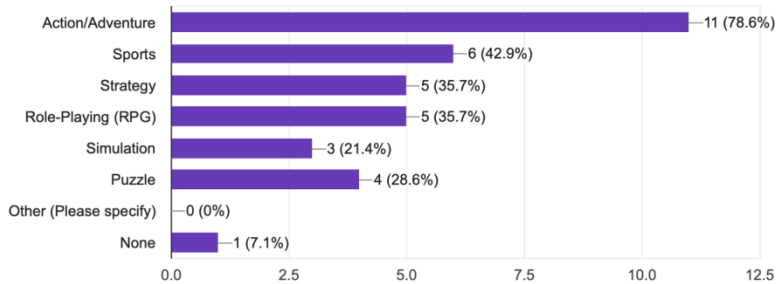


Figure 8. Preferable genres of video games

In accordance with the above result, almost 79%of the respondents choose action/adventure as the most preferable genre of video games which shows that what sitmulates the watching of movies and the playing games is for people to get out of their confort zone and have some adrenaline rush.

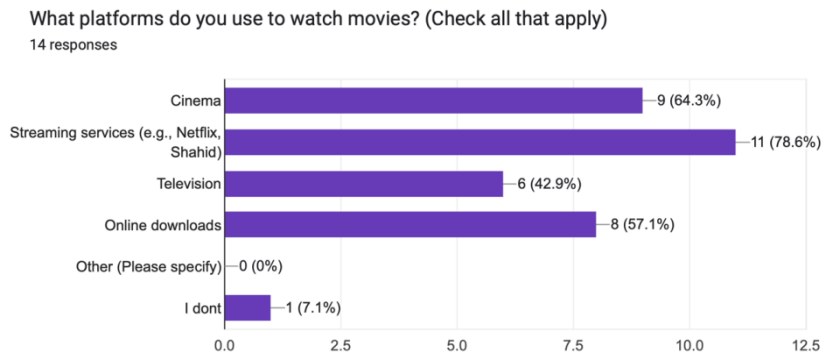


Figure 9. Platforms used to watch movies

Streaming services came at the first place as the most used platform by the respondents with almost 79%, while television deteriorated to only 43%, that is due of the interactive nature of these services. Cinema came inbetween as it requires certain preparations and commuting from home to the cinema place.

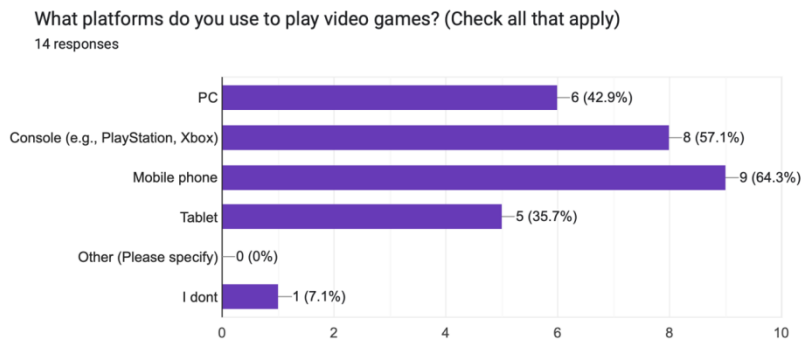


Figure10. Platforms used to play video games

Mobile phones were the most preferable platform to play video games for the respondents of this study due to its flexibility in carrying and using anywhere, consoles came at the second place with 57%, maybe because PCs and tablets are more used for studying or working options.

On average, how much time do you spend watching movies per week? (Please specify in hours)
14 responses

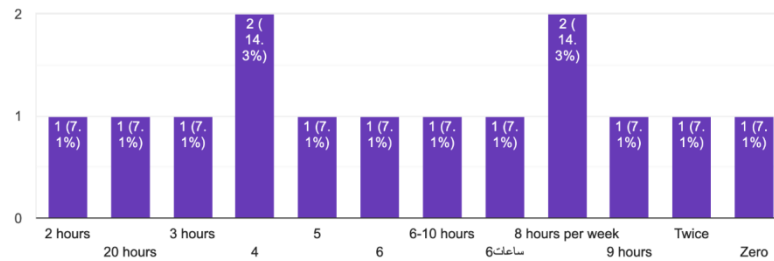


Figure11. Time spent on watching movies per week

30% of the respondents said that they spend 8 hours watching movies per week, while also 3% of them reported that they spend 4 hours. On the other side, the time spent by the respondents in playing games per week was much more greater than this as some of the respondents mentioned 80+ and another one wrote that he plays video games for 45 hours per week which reflects to what extent video games playing could be time consuming and makes some players addicted to it.

Rate each statement on a scale of 1-5, where 1 = Not at all, 5 = Very much I watch movies to escape from daily stress.

14 responses

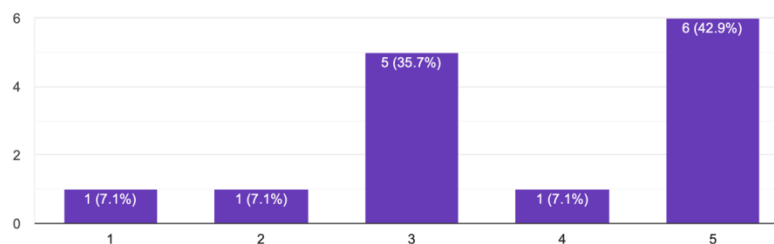


Figure12. Rating of statement “I watch movies to escape from daily stress”

As for the uses and gratifications of movie watching, about 43% of the respondents reported that they watch movies to escape from daily stress, this is common as films usually takes its viewers to new places and makes them identify with characters in the cinematic films, so they temporarily forget about they own daily life problems.

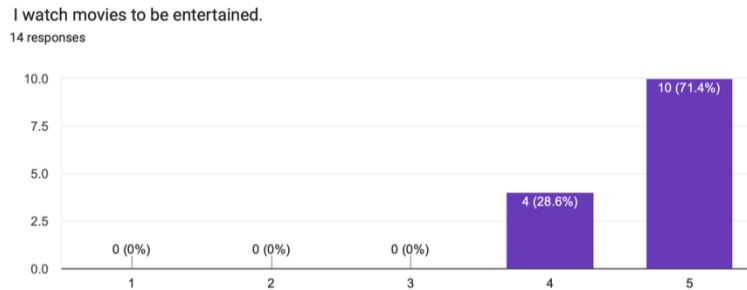


Figure13. Rating of statement “I watch movies to be entertained”

71.4% of the respondents said they watch movies to be entertained which is the main aim of film industry all over the world.

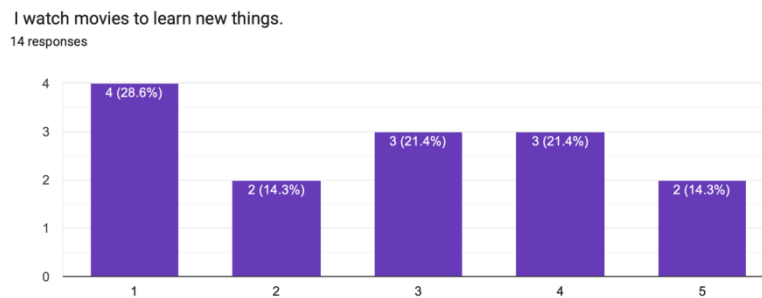


Figure13. Rating of statement “I watch movies to learn new things”

Almost 29% of the respondents reported that they don’t learn new things from watching movies, whereas only 14% benefited by learning new things from watching movies, this result contradicts some other studies that shows that “the audience can learn values, information and knowledge present into the movie discourse, the cinema shows the science in a society”(Arroio, A,2010,page 140), also, science fiction movies for example can be a useful source of information to as many as its viewers.

I watch movies to socialize with friends/family.
14 responses

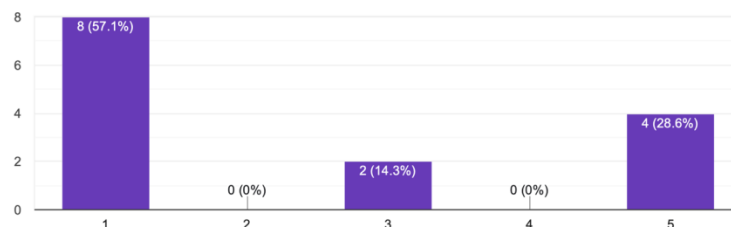


Figure14. Rating of statement “I watch movies to socialize with friends/family”

In this study, movies were not used to socialize with friends at all by the percentage of 57%, only nearly 29% used them for this purpose which goes with the new habits of users of OTT platforms that every user choose his own genre of film, watch it alone in his/her preferred time,”the OTT platform is allowing the audience to watch movie alone and focus without any distraction”(Sindhu, M., & Vani, C, 2021,page 34).

I watch movies to experience emotions.
14 responses

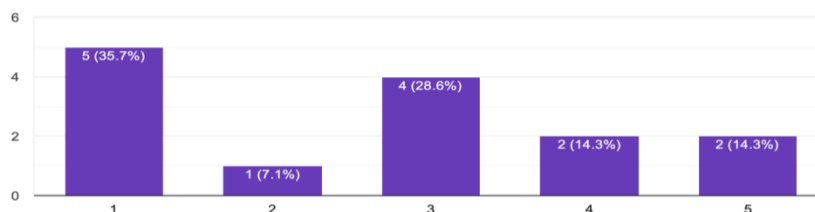


Figure15. Rating of statement “I watch movies to experience emotions”

Nearly 36% didn’t agree that they watch movies to experience emotions, and only 14 % agreed, this maybe because most of the respondents choose action not romance as the most preferable genre of movies to them.

I watch movies to follow trends.
14 responses

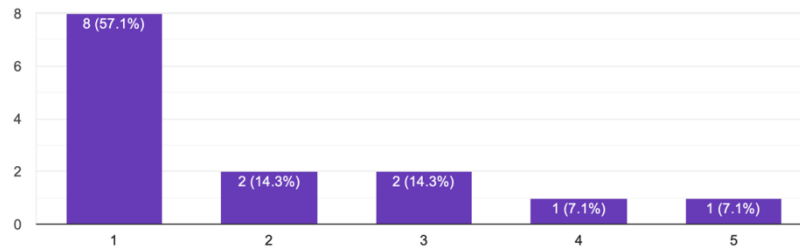


Figure16. Rating of statement “I watch movies to follow trends”

Also, 57% of the respondents didn’t agree that they watch movies to follow trends. On the contrary, a study found that “the film industry is actively carrying out digital transformation to meet the audience’s online trend (Yening, Y., Ghazali, A. H. A., & Nizam, S(2023, page 172).

I watch movies to feel a sense of achievement.
14 responses

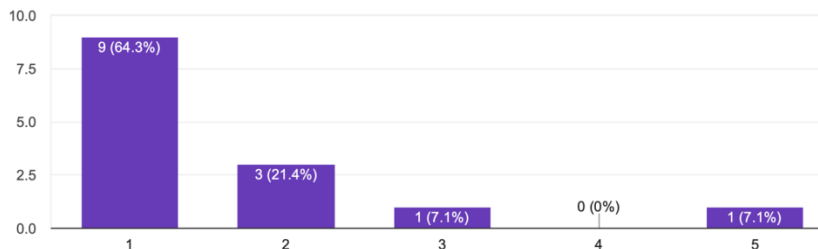


Figure17. Rating of statement “I watch movies to feel a sense of achievement”

64% of the respondents didn’t agree at all that they watch movies to feel a sense of achievement that may have contrast of (Yu, Z,2021) who confirms that “passive,isolated and silent receivers in the era of traditional media have become more active and get involved in the current era of media convergence(page,5).



Figure18. Rating of statement “I play video games to escape from daily stress”

50% of the participants agreed that they play video games to escape from daily stress, this percentage is higher from watching movies for the same reason, this is maybe because of the engaging nature of video games witch totally immerse its users in the playing process, for example it has been found that “active video games can effectively improve college students’ poor mental health, such as stress, anxiety, and depression as well as increase their happiness and psychological satisfaction”(Zhao, Y., Geok, S. K., Saad, H. B. A., Rong, W., Liu, C., & Wang, X. (2024,para 3).

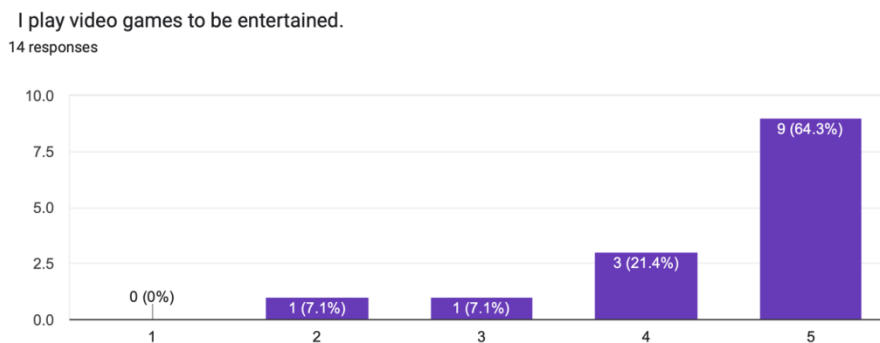


Figure1. Rating of statement “I play video games to be entertained”

64% of the respondents agreed to the statement “I play video games to be entertained, this is less than the percentage of watching movies to be entertained.

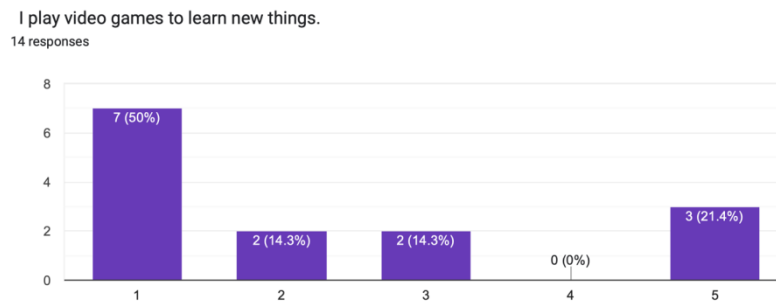


Figure19. Rating of statement “I play video games to learn new things”

50% of the respondents didn’t agree that they play video games to learn new thing where as only 29% of them didn’t agree about the same statement regarding watching movies which indicates that movies is more beneficial than video games when it comes to learning new things.

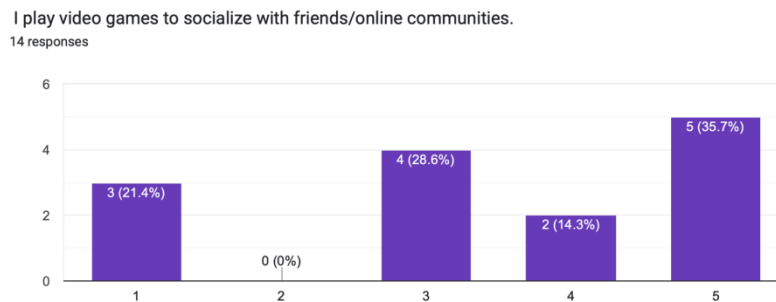


Figure 20. Rating of statement “I play video games to socialize with friends/online communities”

Nearly 36% of the respondents agreed that they play video games to socialize with friend/online communities compared to only 29% agreed about this regarding watching movies.

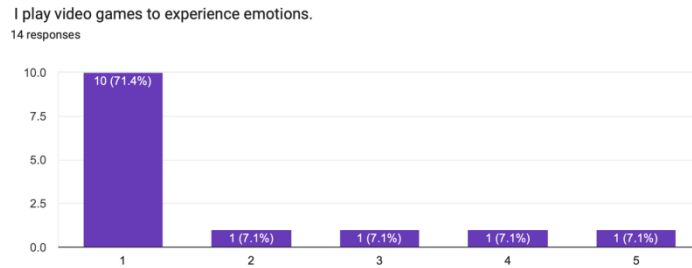


Figure 21. Rating of statement “I play video games to experience emotions”

71% of the respondents didn’t agree at all that they play video games to experience emotions in contrast to only 36% didn’t agree about this same thing regarding movies which means that cinema can make its audience experience emotions more than video game playing. This result differs vastly from the literature review that confirms that “in recent years video game scholarship has begun to examine the emotional dynamics of playing modern video games, revealing the emotional power of this electronic form of entertainment” (Hemenover, S. H., & Bowman, N. D, 2018, page 14) but maybe because we are comparing this with film in this study, movies are more effective in experiencing emotions more than playing video games.

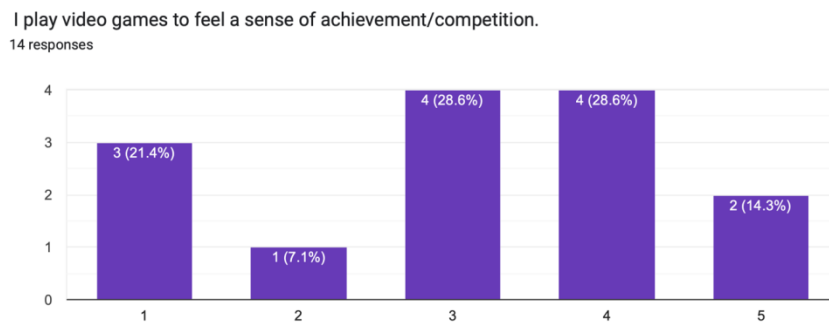


Figure 22. Rating of statement “I play video games to feel a sense of achievement/competition”

Nearly 29% agreed and 14% agreed very much that playing video games to feel a sense of achievement/ competition in contrast to 64% reporting that they don't agree that watching movies give them that same feeling and this natural due the competitive nature of the process of playing games in itself.

I play video games to follow trends.
14 responses

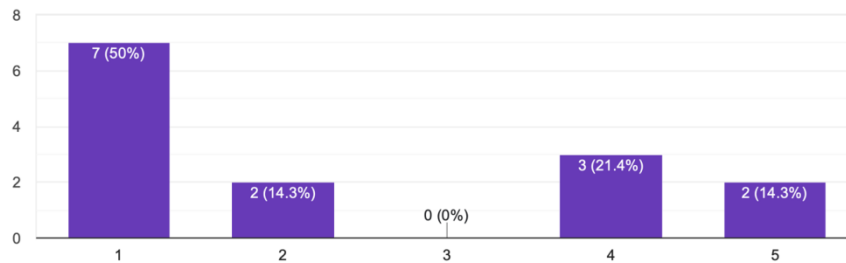


Figure 23. Rating of statement “I play video games to follow trends ”

50% of the respondents didn't agree at all that they play games to follow trends, this comes in agreement with what respondents reported about film watching.

The most aspect I find appealing of movies is Story/Plot.
14 responses

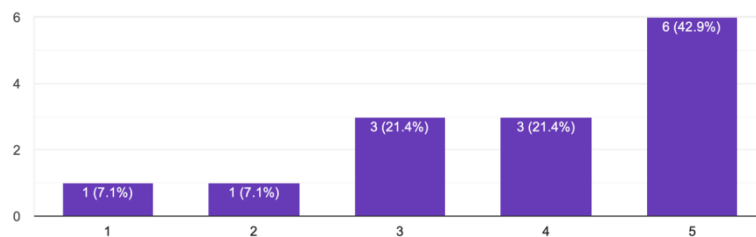


Figure 24. Rating of statement “The most aspect I find appealing of movies is Story/Plot”

Nearly 43% of the respondents very much agreed that the most aspect they find appealing about movies is the story/plot.

The most aspect I find appealing of movies is visual effects/cinematography.
14 responses

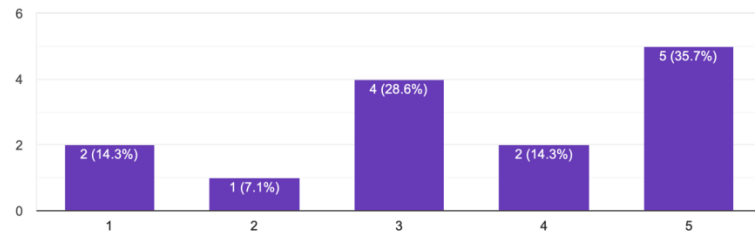


Figure 25. Rating of statement “The most aspect I find appealing of movies is visual effects”

36% of the respondents totally agreed that the they found the visual effects/ cinematography is the most appealing aspect regarding movies.

The most aspect I find appealing of movies is acting performance.
14 responses

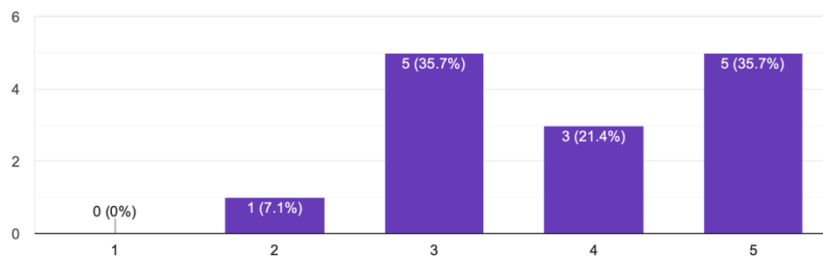


Figure 26. Rating of statement “The most aspect I find appealing of movies is acting”

The same percentsge of 36% aply also about acting or performance in movies as the most appealing aspect for audience.

The most aspect I find appealing of movies is sound design/music.
14 responses

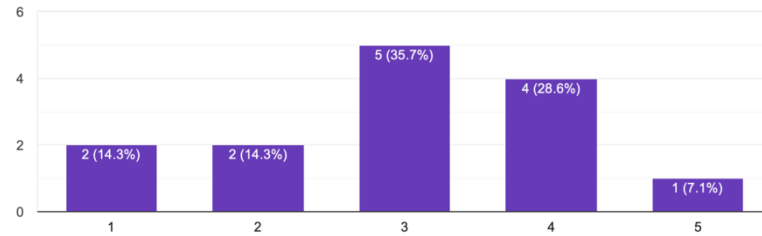


Figure 27. Rating of statement “The most aspect I find appealing of movies is sound design”

Almost 36% of the respondents were neutral about sound design/music in movies as the most appealing aspect for them.

The most aspect I find appealing of movies is social commentary/messages.
14 responses

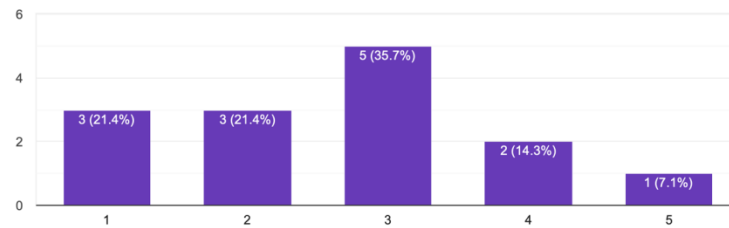


Figure 28. Rating of statement “The most aspect I find appealing of movies are messages”

Also, most of the respondents in this study (36%) were neutral about message/social commentary as the most appealing aspect in movies.

The most aspect I find appealing of video games is gameplay mechanics.
14 responses

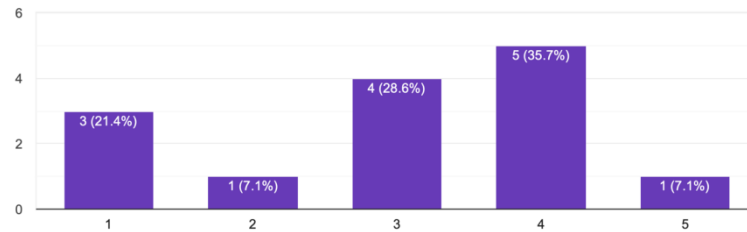


Figure 29. Rating of statement “The most aspect I find appealing of video games is gameplay”

Nearly 43% of the respondents reported that they agree that gameplay mechanics is the most appealing aspect in video games.

The most aspect I find appealing of video games is graphics/visuals.
14 responses

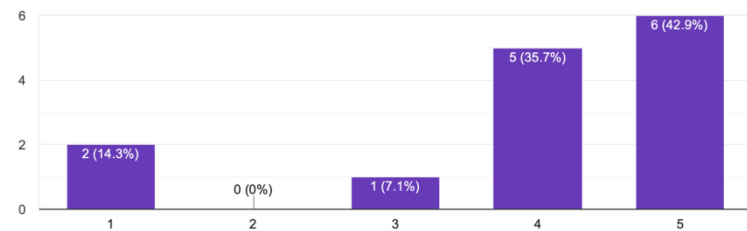


Figure 30. Rating of statement “The most aspect I find appealing of video games is graphics”

Also 43% agreed very much that graphics/visuals is the most appealing aspect of video games.

The most aspect I find appealing of video games is story/narrative.
14 responses

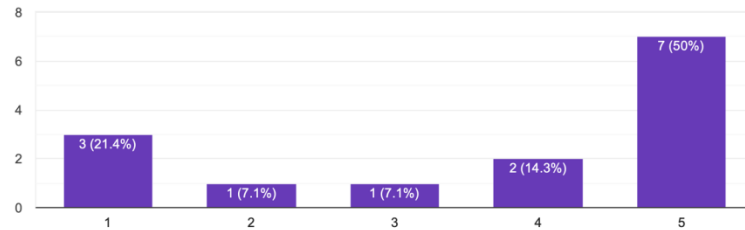


Figure 31. Rating of statement “The most aspect I find appealing of video games is narrative”

50% agreed very much that the story/narrative is the most appealing aspect of video games. This comes in agreement with the most aspect the respondents see as most appealing of movies and the astonishing thing is that the percentage in video games in this regard is more than of cinema or movies. The result maybe due to the interactive nature of vidoe games that adds to the storellytelling attractiveness to the audience as (Van Alvin, P. D,2024) puts it “technology, such as video games, helps construct storytelling through modern means,the history of how storytelling is intertwined with games throught interactive narrative and interactive fiction, with visual novels and adventure games”(page,12).

The most aspect I find appealing of video games is sound design/music.
14 responses

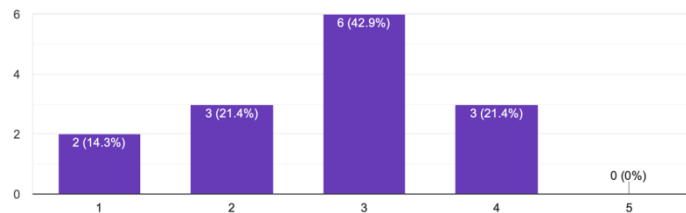


Figure 32. Rating of statement “The most aspect I find appealing of video games is music”

On the contrary, only 21% of the respondents found that sound design /music is the most appealing aspect in video games, this percentag is higher when compares with movies.

The most aspect I find appealing of video games is social interaction/multiplayer.
14 responses

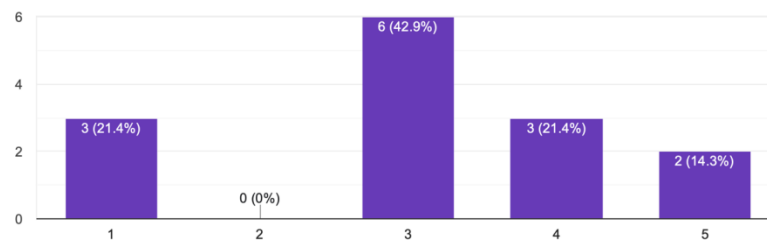


Figure 33. Rating of statement “The most aspect I find appealing of video games is multiplayer”

Almost 35% agreed that the most appealing aspect of video games is social interaction/multiplayer.

The most aspect I find appealing of video games is challenging gameplay.
14 responses

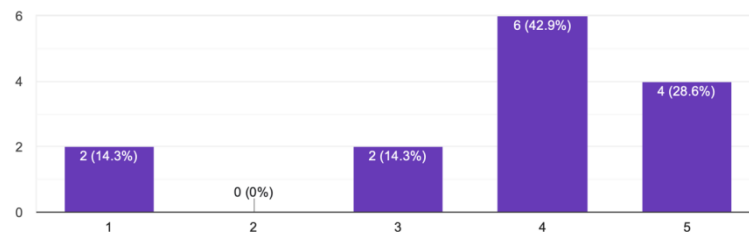


Figure 34. Rating of statement “The most aspect I find appealing of video games is challenging”

43% agreed that the challenging gameplay is the most appealing aspect of video games plus 29% of them agreed very much about this. In this regard, a recent study conducted on Egyptian youth showed that Egyptian male students exhibit a higher occurrence of problematic internet gaming behavior compared to female students and that Egyptian female players are more likely to suffer from

problematic gaming behavior when their social relations are not satisfactory (أنسام عبد السلام, ٢٠٢٤, & الشيخ, إيمان عبد السلام, الشيخ

Do you think Egyptian movie production adequately caters to the interests of youth?
14 responses

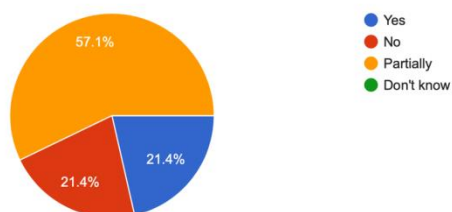


Figure 35. Do Egyptian movie production caters to the interest of youth

57% of the respondents partially agreed that Egyptian movie production adequately caters to the interest of Egyptian youth.

Do you think Egyptian video game development adequately caters to the interests of youth?
14 responses

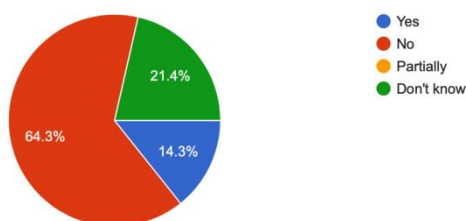


Figure 36. Do Egyptian video game development caters to the interest of youth

64% of the respondents didn't agree that video game development in Egypt caters to the interest of youth.

Do you prefer Egyptian or International movies?
14 responses

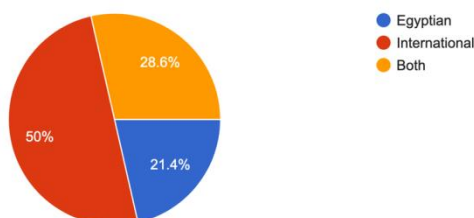


Figure 37. Do you prefer Egyptian or international movies

50% of the Egyptian respondents said they prefer the international movies while nearly 29% of them said they preferred both the international and Egyptian movies, and only 21% of them said they prefer Egyptian movies that is maybe because 21% of them said that Egyptian movies doesn't cater to the interest of youth.

Do you prefer Egyptian or International video games?
14 responses

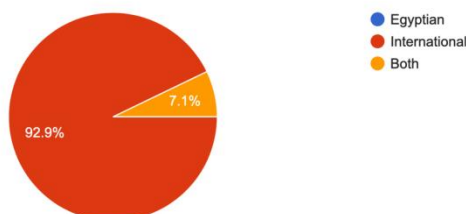


Figure 38. Do you prefer Egyptian or international video games

93% of the respondents said that they prefer international video games where as only 7% reported that they prefer both the international and Egyptian video games, no one said that he/she prefers the Egyptian video games maybe because there isn't lots of Egyptian video games. A recent study was conducted about "the intersection between development aid, social innovation and serious gaming". The results of this study showed that "the feedback from the Egyptian youth who applied serious gaming was positive in terms of confidently reaching

the beneficiaries and improving their knowledge in a simple and innovative way Ghaly, M,2021,page).

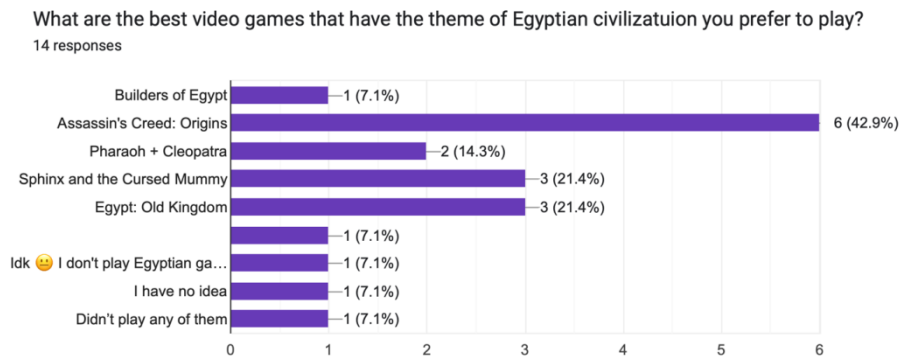


Figure 39. The best video games that have the theme of Egyptian civilization

When asked about the best video games that have the theme of the Egyptian civilization that they prefer to play, most of the respondents choose “Assassin’s Creed: Origins” with the percentage of nearly 43%, 4 of the respondents wrote that “I don’t play Egyptian video games” as two of the respondents mentioned, another one wrote “I have no idea”, and the fourth of them said “Didn’t play any of them”. The previous result reflects that most of our respondents is not interested if the video games reflects the theme of the Egyptian civilization or not.

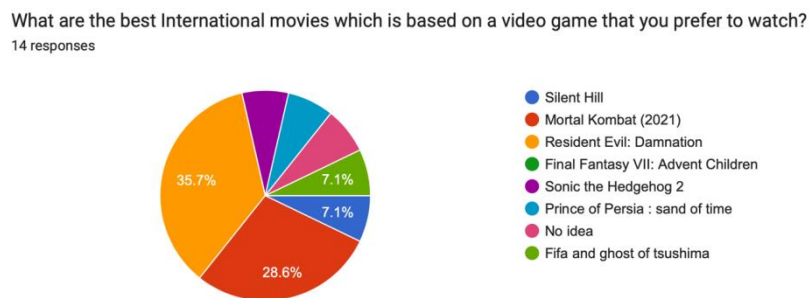


Figure 40. The best international movies that is based on a video game

The result of this study showed that the best movies based on a video game that the respondents prefer to watch are Resident Evil: Damnation and in the second place is Mortal Combat (2021). As for Resident Evil: Damnation, its Japanese designer argued that “Game maker intent is to create a system that is “fun” and “intertaining” regardless of the quality of the game’s content, that came obvious when American critics challenged his discussion of Africa during interviews about the game(Farghaly, N. (Ed, 2014),page 16). This makes us obliged as Egyptian academic researcher to study the content of those popular video games and how they affect the Egyptian youth.

What are the best International video games which is based on a movie that you prefer to play?
14 responses

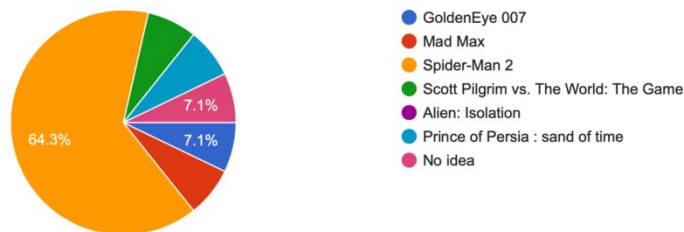


Figure 41. The best international video games that is based on a movie

64% of the respondents reported that the best international video game which is based on a movie is “Spider Man 2” and that they prefer to play it, this is interesting as this game is known as of great benefit for increasing its players with scientific knowledge. This very popular game worldwide “represents an interesting opportunity to teach science in a fun and engaging way in higher education” (Harrison, A. W,2019).

The respondents answers to a question about the improvements suggested for Egyptian movie production to better engage youth varied significantly, one of the wrote:” Ability to create with no restrictions upon their work”,another said:” respect the youth's mind and the traditinal of the country”, a third one noted:” Keep in touch with the trending issues in society, and also keep the quality in

consideration”. A comment came saying:” Produce new kinds of movies like sci fi, adventure and documentary. Made good visual effects as we see in international movies”.” Modern stories, diverse genres, better quality, influencer collaborations, and digital distribution”. “Ensure the content is morally acceptable and teaches them something valuable”.

How important is it for you that movies or video games reflect Egyptian culture? (Rate on a scale of 1-5, where 1 = Not at all, 5 = Very important)
14 responses

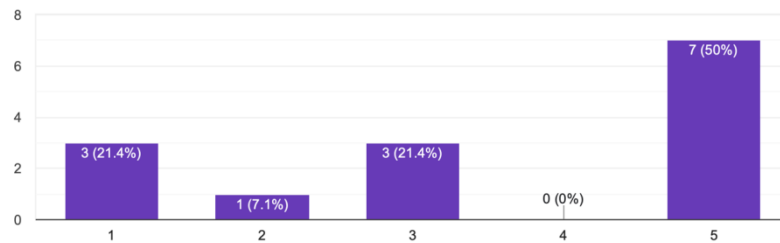


Figure 42. The importance of movies and video games in reflecting Egyptian culture

This also confirmed in the following answer about how important is it for you that movies or video games reflect the Egyptian culture, as 50% reported the answer as very important.

How likely are you to play a game produced by an Egyptian studio? (Rate on a scale of 1-5, where 1 = Not at all likely, 5 = Very likely)
14 responses

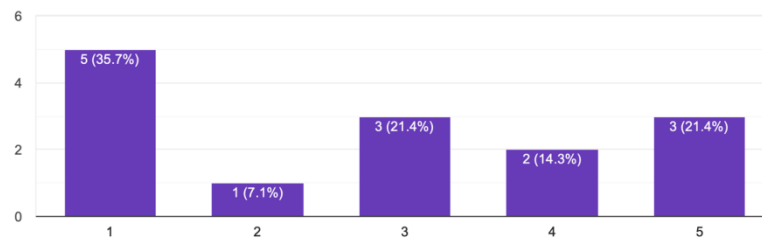


Figure 42. The likelihood of playing a game produced by an Egyptian studio

Only 21% reported that they are likely to play a video game produced by Egyptian studio, while nearly 36% said not at all,

maybe because the industry of video games in Egypt is still beginning, “As in aglobal context, Egypt’s revenue generation will be significantly lower than that of the United States, qhich is projected to generate US\$141.84bn in 2025.<https://www.statista.com/outlook/amo/media/games/egypt>.

Egyptian TV Ramadan drama for this season 2025 dealt with issues like using gaming as a gambling tool while another TV series discussed c...se could be a phenomenon in the Egyptian society?
14 responses

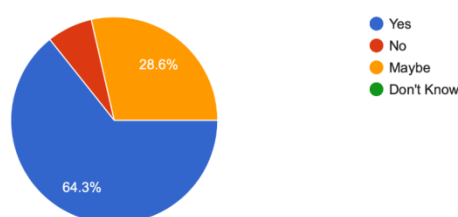


Figure 43. Egyptian TV Ramadan Drama (Season 2025)

64% of the respondents said yes, that gaming could be used as a gambling tool and it can be used to sexually harass children who play it online with strangers, they alos agreed that these are phenomena in the Egyptian society as discussed in drama series screened this Ramadan season 2025. Some studies examined how gaming technologie have converged with other online activities, such as gambling and pornography use, and “recommended more education for parents, educators and clinicians so problematic behaviors may be recognized and treated sooner”(Gentile, D. A., & Potenza, M. N,2025,para4).

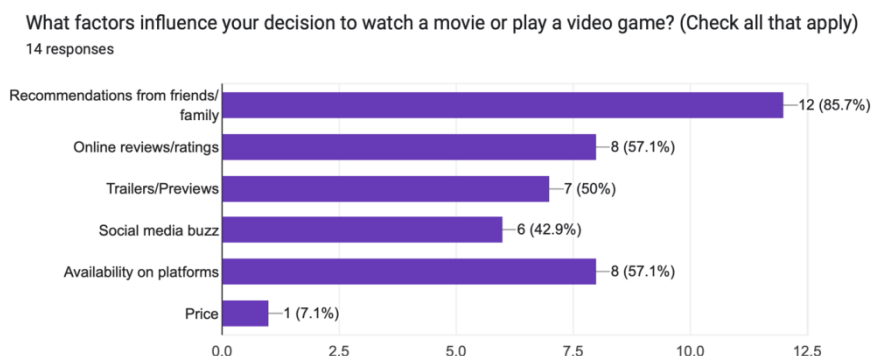


Figure 44. The factors affecting the decision to watch a movie or play a video game

When asked about the factors that influence their decision to watch a movie or play a video game, nearly 86% said “recommendation of friends”.

The respondents said that the similarities and differences between video games and cinema are as follows “Entertaining / availability are the similarities Engaging is the difference”, “I think the movies is simulation for the video games”, this answer was interesting as cinema is an art that began much earlier than video games. “In my opinion there’s no similarity Difference here is focusing on the story of each movie or series and it’s not available in video games”. “Movies and video games both entertain and influence people, but movies have a short-term impact, while games can have long-term effects. Some games, like Blue Whale, have been dangerously harmful”. Similarities: both are done in ur free time and 90% of people do them to bond with people Differences : movies mostly, watched with family and aren’t watched for competition Games mostly played with ur friends to communicate from different houses and to compete with others”. Another interesting answer was : “if we talk about Harry Potter, the video game make me live as one of the movie’s characters in the same film invironment”. Both offer entertainment and stories, but movies are passive watching, while games are interactive and involve control”. The different emotions i

experience”,” Similarities: Storytelling, visuals, emotional impact. Differences: Interactivity, immersion, duration, skill requirement”. Well watching a movie it zero effort and to relax maybe physical motion but as for video games it's engaging makes u live the moment. Well as for similarities they both have graphics idk □”. Both entertain you but video games engage you in more”.

Resondents wrote that technology has impacted the way they comsume movies and video games as follows:” Made it a lot easier”, Games:To communicate with my friends Movies: to spend more time with my family”, one interesting answer came as follows:”because of the gamers on social media, for me, when I watch them playing, my curiosity makes my want to give it a try even if I am not a fan of it”, Technology made movies and games more accessible, interactive, and immersive”, The more feedbacks i found on social media about movies or video games, the more i consume them, and technology made me didn't need to go to cinema to watch movie, i can watch it at home as quantity I like”, Technology has made movies and video games more accessible, immersive, and interactive. Streaming and cloud gaming let you access content anytime, while advanced graphics and VR enhance realism and engagement”. Well ngl ik it is not the best for anyone's health ik some people became autistic cuz of too much time on these but tbh I myself become calmer than usual after I focus on smth I like and forget any prob I faced or so”, More ads and trends”, It improves the overall experience”.

If it is the same content like Spider-man, would you prefer to watch it as movie or play it as a game? and why?, the answers of the respondents to this question came as follows:” Both .. I'll get a 2 different experiences from them”, watch a movie, because I prefer watching than playing more entertainment”, Watch the movie”, Movie I don't like games”, Both i love spiderman”, Movie, because the movie has a better story and more realistic (although both are fictional and made up)”, The game, as it is more interesting”, the film because I am more attached to the characters of the movie”, I'd prefer to play it as a game because it's interactive—I can control Spider-Man, explore the world, and feel more involved in the

action”,” As a movie, i would be more concentrate with the store and effects and every thing in the movie”,” I’d prefer to play it as a game because it’s interactive and lets me experience being Spider-Man firsthand—swinging through the city and fighting villains—rather than just watching the story unfold”,” Movie, tbh I don't think a spider man game is engaging as a movie like what r u gonna do make him climb buildings?”,” Movie-story, i want to relax not make extra effort by the end of the day”,” Both have an edge since the movies are great because of the engaging cinematic universe and the game is also great with the experience of being spiderman’, this makes 8 out of the total respondents prefer to watch “Spider man” as a movies than play it as a game.

Finally the respondents response to the question :” Which is easier for you to use gaming consoles or movie/cinema apps? why?” came widely different, 6 of them said movie apps, while 3 said consoles, 4 said both and only one said I don’t use either.

The results of the cultural probes study:

The study used different materials: Media journals, photo diary, cultural maps, emoji diaries, notes and anointed trailers. A diary either a medis journal or an emoji diary is the most simple cultural probes and it is also very important as it produces self-reports of media usage during an ordinary week. The two kinds of diaries used in this study included instructions and questions for the participants to answer about his day. In this part of the study which is “medis journal “ the participants were asked to answer the following questions:

1. Which one, do you personally prefer the most, the same content presented as movie or in the form of a videogame? Why?
2. What content did you engage with today (game or movie)?
3. How did playing a videogame or watching a movie makes you feel?

As for the questions 5 out of the 6 participants in this study confirmed that they prefer the video game format because it includes more details and information “as they tend to be significantly longer than movies”,” Not only that, but because I as a player actually get to

experience the events of the video game to a certain degree because of its interactive quality, I develop a greater emotional attachment to it than I would have with a film”. Because the 6 participants of this were heavy users of video games, they answered the second question positively saying they mostly engaged with video games the first day of the study and for a few weeks prior to the study. Many of the participants (5 out of 6) claimed that video games deliver the sensations more intensely than a movie of the same content, one of the participants stated that:” I would also feel the same sense of relief when reaching a safe zone that the characters inside the video game feel to a certain degree. Yes, films also deliver that same sensation but not as intensely as video games”. As for the emoji diary every participant was required to write down the content he/she engaged with (name of a movie or a game, Emojis that represent your emotional reactions during the experience, Emojis that represent your emotional reactions after the experience, and A short note or caption explaining why they chose those emojis for one week. The participants used emojis that varied significantly between happiness, sadness, anger, frustration and amazement and most of them engaged with video games not movies. The notes came like this: “*Persona 4: Golden* game allows you to fully customize the appearance of your character and it teaches you how to strategize to win battles”. Another note:” Lego games in general are very light-hearted and fun and this one specifically allows you to fully create your own original character and play as them”. A third one was:” A sequel to *Persona 4*, this game also provides the same stress reliving feeling with the same strategic approach to battles”. As for the uses and gratification emojis, the participants used emojis that reflected their strong relation with video games and their daily use of it unlike movie watching, for example they used “Interactivity and Engagement”, then came the emoji of “Creative Expression” along with “learning Opportunities”.

The participants in this study took many photos for the daily use of their video game playing atmosphere, in all these pictures was a common factor which is the device used in playing video games, some participants took photographs of their gaming consoles, others took

photos of mobile devices or handheld consoles. The main reason behind using this probe was to get intuitive insight into the participant's everyday life, their home environments and their habits of media consumption. All our 6 participants played video games in both their homes and at workplaces. The photos reflected that mobile and internet are integral part of our participants everyday life, they use it while working, **relaxing and even eating**.

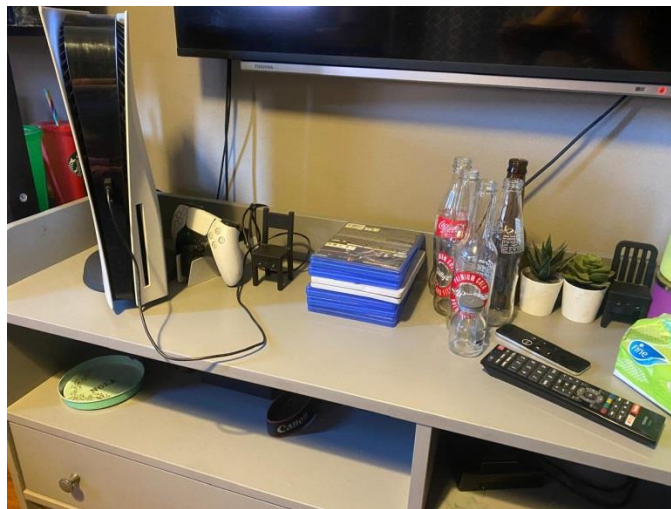
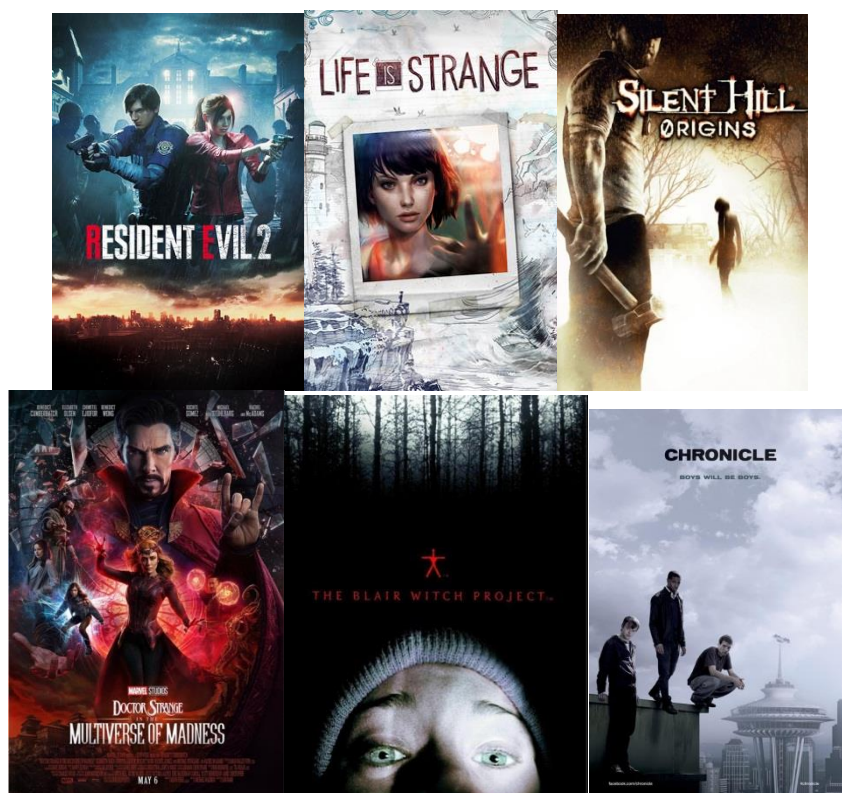


Figure 45: Examples of photos took by the participants of the study

The six respondents organized some posters of the video games they play when asked to create a map of their favorite and popular local and international video games and movies, to do this, they selected the most preferable video game that you admire the most and if it is related to a movie, design a post card that combine both. This gives an opportunity to collect data about media impact and the dynamics of individuals cultural experiences. In their research (Cerezo-Pizarro, M., Revuelta-Domínguez, F. I., Guerra-Antequera, J., & Melo-Sánchez, J, 2023) “argues that video games can be used to explore and negotiate cultural issues, for example the game of The Last of Us , which explores themes like survival, love and loss, in this case video games acquire the character of an object that generates culture and produce new forms of communication (para 5).



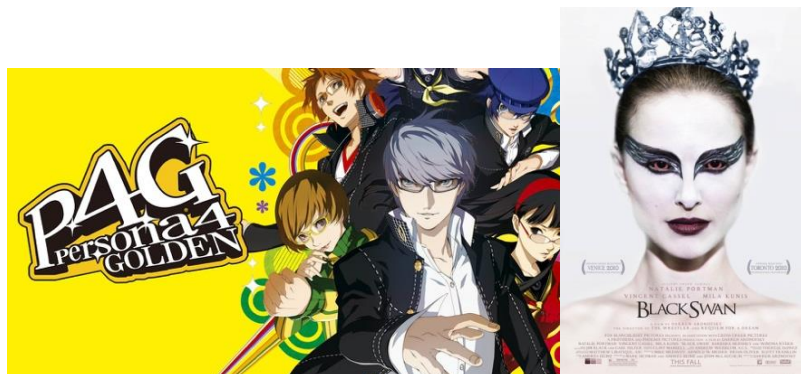


Figure 46: Examples of Cultural Maps made by the participants of the study

One of the cultural probes used in this study was Emoji Diaries, the participants were asked to document their daily experiences with video games and movie watching or cinema going using only emojis. They logged their interactions with video games and movies over a a week. Each diary entry included:

- The content they engaged with (e.g., name of the game or movie).
- Emojis that represent their emotional reactions during or after the experience.
- A short note or caption explaining why they chose those emojis. Some of the results came as follows:” The best thing about video games is how they allow you to be a part of their story”.” The best thing about movies is how they can unite a large audience due to their shared experience with the same film from which they can relate to each other”.” I feel most connected to others when we share the same favorite film or video game. Especially if we share the same favorite character or scene”.

Also, the participants were given a list of emojis that could symbolize each of the uses and gratifications of playing a videogame or watching a movie, then asked to put an emoji or emojis that describe the used and gratifications gained from playing or watching movies this same week. Recent studied suggest that “Future research should delve deeper into emoji usage in diverse cultural contexts” (Li, L., & Zheng, X.,2024,page 5), so media studies in the Arab world should rely more

on this kind of cultural probes that suits youth users in our global digital age.

The Day of the Week	The content engaged with (name of a movie or a game)	Emojis that represent your emotional reactions during the experience	Emojis that represent your emotional reactions after the experience	A short note or caption explaining why they chose those emojis
Saturday	<i>Persona 4: Golden</i>	☐	☐	This game allows you to fully customize the appearance of your character and it teaches you how to strategize to win battles.
Sunday	<i>Resident Evil 6</i>	☐	☐	<i>Resident Evil</i> is a very stimulating game and beating it is an impressive feat.
Monday	<i>Lego DC Super-Villains</i>	☐	☐	Lego games in general are very light-hearted and fun and this one specifically allows you to fully create your own original character and play as them.
Tuesday	<i>Dark Deception</i>	☐	☐	<i>Dark Deception</i> is a fast-paced strategy game that requires you to think quickly about what direction you should take next.

Wednesday	<i>Persona 5: Royale</i>	☐	☐	A sequel to <i>Persona 4</i> , this game also provides the same stress relieving feeling with the same strategic approach to battles.
Thursday	<i>Crisis Core: Final Fantasy VII</i>	☐	☐	<i>Crisis Core</i> is just a fun combat game that allows you to unlock more abilities and upgrades as you progress through it.
Friday	<i>Clash of Clans</i>	☐	☐	This game has to you join clans made up of other players and create battle plans to achieve victory.

The Day of the Week	Uses and Gratifications
Saturday	☐ ☐ ☐
Sunday	☐ ☐ ☐
Monday	☐ ☐ ☐
Tuesday	☐ ☐ ☐
Wednesday	☐ ☐ ☐
Thursday	☐ ☐ ☐

Fraiday	☐☐☐

Figure 47: Examples of Emoji Dairies made by the participants of the study

Trailer is a promotional tool adopted by video games industry from film that uses it as a form of promotion, in the anointed trailers part of this study, the participants were given some links for popular video games and movies and asked to annotate their thoughts while watching. Most of the answers of the participants reflected that they “are more concerened with transmedis storytelling or cenimatic expression, these trailers are evaluated on different merits than videos which feature gameplay footage” (Švelch, J, 2017,page 25).

The results came as follows:

- *Lost Rift* appears to be a traditional survival game with combat and hunting mechanics. I get the impression that the storyline itself might be a little shallow from the lack of dialogue and discernable side characters in the reveal trailer but nonetheless, it seems to be very challenging and engaging game.
- It is very clear that *Pioner* is a sci-fi horror FPS game that maybe has some elements of magic included in its story. I usually really do enjoy FPS games as I am very fond of games like *Resident Evil* and *Call of Duty*. The storyline appears to be very intense as there are numerous well-designed characters and stages which give off the impression that that is the case.
- *Games of Thrones: Kingsroad* seems to be an upcoming MMO RPG that takes place in the universe of *Game of Thrones*. The game appears to have some very dynamic and intriguing combat mechanics as well some interesting looking enemy designs.
- I am so excited to watch *Superman* as it looks like it is going to include numerous other super-heroes from the DC universe. The film looks like it is going to stick to the traditional story of Superman as the foreign alien from the planet Krypton who grew up on a farm. I am so curious to see just how much this film is

going to be different from the previous Superman films and what new things it is going to add to the Superman franchise.

- *Death of A Unicorn* is a horror-comedy film by A24. I am really interested in this film as it seems to be one of the only comedies that A24 has made. The story seems very unique and different and I am over all excited for this film.
- *Karate Kid Legends* is a sequel to the very successful film, *Karate Kid*. Although I was a slight enjoyer of the original film, I am not really interested in this genre of coming-of-age Kung Fu films. The film seems to be very well made in terms of stunts and character depth though.
- *The Electric State* seems to be a very stereotypical film about artificial intelligence and robots with the plot points as all of the ones that were made before it. It comes off as a very shallow and commercialized sci-fi film about the end of the world. I would not say that I am interested in this film as the story and characters seems to be very cliché and overdone.
- *Captain America: Brave New World* is the latest addition to the Marvel Cinematic Universe and although I am a fan of the MCU, the Captain America franchise was never my favorite. This film does not seem to offer anything new that the previous three Captain America films did not deliver already. Maybe it could be interesting to see another person take the mantle of “Captain America” in this film but the trailer is just showing the same sequences that we have been seeing for almost two decades now.
- *Novocaine*. I do not really understand this film it seems to be a comedy-action film but I do not really see the comedy or the action. It seems like a very forgettable film that does not really aim to do anything except bring in money for the producers. It seems very lame corny.
- *The Gorge* actually looks to be a very nice film with an interesting story. The characters seem to have good depth and the cinematography is very beautiful. This is the kind of film that I would personally be very interested in watching.

- *Ballerina* is newest John Wick film. I never really cared for John Wick films as they seem to solely focus on the action sequences but this film's main character appears to have some sort of redeeming features that makes this film slightly watchable as a person who is not interested in John Wick films in any way.
- *Amateur* does seem like a very stereotypical revenge film but because of the seeming quirkiness of the protagonist, I feel like I would enjoy watching this film just to see how his character develops over the course of the film.
- I am not interested in *Into the Deep* in any way, shape or form. I am so tired of shark horror films. I did not like them a decade ago and I do not like them now. They are so overdone and always so cheap-looking. The story is very silly and quite literally does not make any sense. I am not interested in this film at all. The main character seems annoying as well.
- I think Tom Cruise should have retired after making the first four Mission Impossible films because they just keep getting worse and worse every time. Maybe if we were still in the 2000s, I would have had any motivation to watch this film but I simply do not. *Mission Impossible* is supposedly a very iconic franchise but after seeing the trailer for *The Final Reckoning*, I have lost all of the interest that I might have had to finally watch the saga. The trailer looked so cliché and cringeworthy. Tom Cruise is also way too old to be jumping off of planes in this day and age.
- *The Bad Guys 2* looks so fun. The character-designs are very full with personality and quirkiness. I no longer see the appeal in animated children's' films but I imagine that I would have really enjoyed this one had it come out a couple of years ago.

The Consistency between the Survey study and the Cultural Probes study results:

The cultural probes part of this study was an added value to the survey study, it gave depth to the whole study and offered details about certain points as follows:

1. Which one, do you personally prefer the most, the same content presented as movie or in the form of a videogame? Why? In answering this question in the survey study, the respondents mentioned the names of video games and movies that they prefer the most, but in their self-reports the answers came insightful about particularly why they prefer video games over movies if they have the same content, such as “as they tend to be significantly longer than movies”, “Not only that, but because I as a player actually get to experience the events of the video game to a certain degree because of its interactive quality, I develop a greater emotional attachment to it than I would have with a film”.

2. What content did you engage with today (game or movie)?

Cultural probes study came in agreement with the survey study in the content that was more engaging to the majority of the participants in the two studies as the respondents in the survey study reported that they use video games in a daily basis, the participants in the cultural probes mentioned the games that they played during a whole week period and explained why they preferred this kind of games, for example :” Lego games in general are very light-hearted and fun and this one specifically allows you to fully create your own original character and play as them”.

3. How did playing a videogame or watching a movie makes you feel? The cultural probes study was more suitable than the survey study in eliciting emotions from its participants, for example:

Many of the participants claimed that video games deliver the sensations more intensely than a movie of the same content, one of the participants stated that:” I would also feel the same sense of relief when reaching a safe zone that the characters inside the video game feel to a certain degree. Yes, films also deliver that same sensation but not as intensely as video games”.

In conclusion, the survey study answered the question what whereas the cultural probes gave explanation to the why questions of this study. So, it is recommended to use both qualitative and quantitative

methodologies in the same study to give a comprehensive meaning to the results.

Discussion:

1. The need in our Arab media studies to shift from traditional approaches like survey studies into more advanced approached used by computer studies such as cultural probes to gain more useful insights into the individual user of mass media especially the interactive forms like video games and cinema apps.
2. As technology has transferred the focus to the users not the viewers as it used to be in traditional media, the research methods in our Arab world must be more focused in studying every user separately rather than traditional methods, like survey studies and focus group discussions.

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